**Voice of the Supplier:** **Supplier note to their team**

Subject: 20*xx* Advantage *Program name*

Hi *First name*,

Our company is participating in the 20xx Advantage Report program. This provides the leading retailers and our key partners with robust benchmarked feedback about their performance in supplier management. A wide range of suppliers from all categories are taking part and we are assured that all feedback is entirely confidential; retailers will not be able to identify any individual responses, so absolute clarity and openness is expected.

I request that you take part in the survey when approached to do so, completing a 20-30 minute online survey that you will receive by e-mail. Please fill in the survey as completely as you can with ratings that are a fair and honest reflection of reality as you see it, for the accounts you can fairly rate. Some of you may be called by an Advantage interviewer for a further discussion, I ask that you make it a priority to find a time to do this.

Thank you and kind regards,

*Your name*